

# NEW YORK FASHION WEEK™





--WHERE MAGAZINE EDITORS  
AND RETAIL BUYERS WATCH NEXT  
YEAR'S TREND-SETTING STYLES  
WALK THE RUNWAY...

# HEROINE

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# Chic™

HEROINE CHIC created by  
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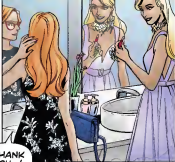
CHAPTER THIRTY-FIVE

# FASHION WEAK

...BUT IF YOU WANT  
A CLOSER LOOK  
AT REAL FASHION,  
AND THE PEOPLE WHO  
ACTUALLY WEAR  
THE CLOTHES--

--GO TO THE  
LADIES' ROOM.

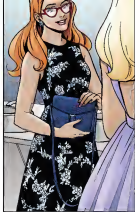




THANK  
YOU--!

--IT'S  
MY FIRST  
HAYWARD!





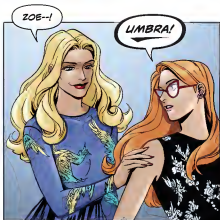
BUT HOW DOES A SMALL,  
INDEPENDENT DESIGNER LIKE  
ZOE PORTER SCORE A GOLDEN  
TICKET TO THIS EXCLUSIVE IMG  
FASHION WEEK PARTY...?





...IT WAS  
SILVER-MAN!

THE ABILITY TO GAIN  
ACCESS IS ONE OF HIS  
SUPER POWERS.



**UMBRA LANGOUSTINE IS**



A BIG NAME DESIGNER OF  
SUPER-HERO COSTUMES...

--I WANTED  
TO THANK YOU  
FOR SENDING ME  
TRIGGER SHE'S  
A DOLL.

YOU  
TWO BELONG  
TOGETHER!



DOES  
SHE KNOW  
YOU DESIGNED  
MINDFULL'S  
COSTUME?

...AND ZOE KNOWS  
HER SECRET.





SO MANY  
PEOPLE--



--THIS PARTY

IS CRAZY!

SORRY  
THAT  
TOOK SO  
LONG!

WARREN  
STAYNE...THIS  
IS ZOE  
PORTER.

SO NICE  
TO MEET  
YOU



WARREN STAYNE IS THE  
ELON MUSK OF FASHION--

--HIS COMPANY, STAYNE FREE,  
HOLDS MULTIPLE PATENTS FOR  
RETAIL FASHION SOFTWARE.



SILVERMAN  
WAS JUST  
TELLING ME  
ABOUT  
HEROINE  
CHIC.

I'D  
RATHER  
TALK ABOUT  
WHAT YOU  
DID WITH  
GINGHAM.



HE ALSO BANKROLLS UP-  
AND-COMING DESIGNERS.

IT'S  
ONE OF THE  
REASONS I  
GOT INTO  
FASHION.

TELL ME  
WHAT YOU'RE  
WORKING ON  
NOW.

CREATIVELY,  
IT'S SOMETHING  
MOST DESIGNERS  
ARE TOO AFRAID  
TO DEAL WITH--



THE VALUE THIS IS

LOE KNOWS THIS IS  
AN OPPORTUNITY.

SHE KEEPS THE CONVERSATION  
FUN, WITH JUST THE RIGHT  
AMOUNT OF ATTITUDE.





HERO FASHION.

DYNA!

DYNA.

DYNA.

SILVERMAN.



ZOE HASN'T SEEN DYNA  
CLIFF IN SEVEN MONTHS,  
SINCE DYNA FIRED HER.

--THERE'S  
SOMEONE  
OVER HERE  
YOU JUST  
HAVE TO  
MEET.



WHY DOES  
SHE HATE ME  
SO MUCH?

DON'T  
WORRY ABOUT  
DYNA. YOU WERE  
GREAT WITH  
WARREN.

HOW  
DO YOU  
KNOW  
HIM?





HE'S MY  
GODFATHER.

SERIOUSLY...?

IS  
THAT HOW  
YOU GOT THE  
TICKETS?

OH, NO.  
I KNOW THE  
WIG PEOPLE FROM  
THE HAMPTONS.  
THEY GOT US  
THE TICKETS.

AND THE  
BAG?

YOU CAN  
HAVE THE  
SURGERY,  
OR YOU CAN  
PHOTOSHOP

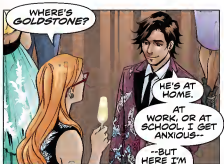


THEATER  
CAMP.

I DIRECTED  
MARIN HOPPER'S  
DAUGHTER'S  
"THREE  
SISTERS."

WAY  
TOO SKINNY,  
BUT A PERFECT  
NOSE.

IT'S THE WAY PEOPLE  
KNOW EACH OTHER IN  
NEW YORK.



WHERE'S  
GOLDSTONE?

HE'S AT  
HOME.

AT  
WORK, OR AT  
SCHOOL, I GET  
ANXIOUS--

--BUT  
HERE I'M  
FINE...

...I  
GREW UP IN  
CROWDED ROOMS  
FULL OF SUPER  
SUCCESSFUL  
DESIGNERS.

ANXIETY HITS DIFFERENT  
PEOPLE IN DIFFERENT WAYS.





THE HAYWARD LUXURY CROSSBODY IS AN EXQUISITE ACCESSORY, WITH AN ADJUSTABLE STRAP AND AN INTERIOR ZIPPER POCKET--



--THE BAG, IN GLAZED PYTHON, FEATURES THE ICONIC "H" HARDWARE, MODELED AFTER THE WATCH FOB CHAIN OF MARIN HOPPER'S GRANDFATHER.



WHAMPH  
WHAMPH  
WHAMPH

EXCUSE  
ME, LADIES AND  
GENTLEMEN--



DID THEY RUN OUT OF  
SAUVIGNON BLANC?

—AS  
MY  
FATHER  
USED TO  
SAY...







SILVER-MAN'S SUDDENLY  
SUPER ANXIOUS.





**BURNING MAN**

# HAYWARD

HAYWARD LUXURY FASHION AND  
ACCESSORIES ARE AVAILABLE AT:  
***WWW.HAYWARDLUXURY.COM***



FOLLOW ZOE ON INSTAGRAM  
***@THEREALHEROINECHIC***

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